16 March 2020

UNIT 3 – SELLING

**VOCABULARY**

**A** TYPES OF RETAIL OUTLETS:

a supermarket (grocery store),

fruit and vegetable/flower / fish/street market

a convenicence store (a shop where you can buy food, alcohol, magazines etc, that is often open 24 hours each day) ,

a department store (robna kuća),

a specialist retailer (specialize in a specific category of products, selling one type of goods, e.g. shoes, books, etc) ,

a shopping centre /mall,

a newsagent’s (a shop which sells newspapers, magazines, sweets, and cigarettes) ,

a greengrocer’s (sells fruit and vegetables) ,

a hypermarket (a very large self-service store with a wide range of goods and a large car park, typically situated outside a town),

a discounter (a shop or business that sells goods or services at lower prices than normal) ,

an online retailer.

*Brick and mortar shop* (ordinary shop)

*Clicks and mortar* is a type of business model that has both online and offline operations, which typically include a website and a physical store

VOCABULARY **:**

*Manufacturer – wholesaler – retailer (proizvođač – trgovac na veliko – trgoavac na malo)*

*Factory - warehouse - retail outlet (fabrika – skladište – prodavnica)*

*Consumer ( potrošač)*

*To have goods in stock (imati robe na skladištu)*

*In my new flat I have a lot of storage space. (imati prostora za odlaganje stvari ili robe)*

*Offer: Olive oil is on offer this week.*

*This wine is currently on special offer at £3.29. (po povoljnijoj ceni)*

*Bargain: Good watches don't come at bargain prices (po niskoj ceni)*

*To dispatch goods = to send goods*

*To deliver goods= to take goods to a particular place or person*

*To purchase = to buy*

*A refund = money that is given back to you if you are not satisfied with the goods or services that you have paid for ( povraćaj novca)*

Exercise A and B on page 23.

Key to exercise A, p 23:



Key to exercise B, page 23

1 cooling-off period= a period of time after you have signed some types of sales agreement, when you can change your mind about buying something

2 credit-card details ( type, card holder name, card number, expiry date, code)

3 method of payment (e.g. cash, checks, credit or debit cards, money orders, bank transfers and online payment services such as PayPal)

4 interest-free credit

5 out of stock

6 money-back guarantee

7 after-sales service

8 loyalty-card scheme (a consumer incentive (podstrek) scheme, whereby credits are accumulated for future discounts every time a transaction is recorded)

PRACTICE FILE : Unit 3, Selling, Language work, vocabulary

QUESTIONS FOR **SPEAKING**:

1. What is it that you like /dislike about shopping?

Think about: shopping experience, lines at checkouts, free fitting rooms, traipsing around the shops, lugging the bags home, meeting people, the joy of having something new, spending money, etc

1. What are the advantages / disadvantages of online shopping?

Think about: shopping from the comfort of your home, time-zone friendly, easy to compare prices, shipping costs, checkout lines, trying (feeling, smelling , tasting )the product, getting the product immediately, shipping costs, no hard sale, infinite choice, risk of fraud, no guarantee of delivery, etc.

1. How are shopping habits changing in your country?

**READING**

*Women on top in new sales industry survey*, page 25

Before reading the text look at these qualities needed to suceed in sales. Rate them on a scale of 1 to 8:

*Appearance, personality, confidence (pouzdanje), knowing the product, honesty, ability to close a deal/ make a sale, ability to deal with people, honesty.*

Read the text.

Pay attention to:

*Professionals* – people who work in a job that need special education

*To carry out a survey* – sprovesti anketu

*Person (sg) – people (pl)*

*Integrity - the quality of having strong moral principles*

*Hard sell – a method of selling in which the person selling tries very hard to persuade (ubediti) the customer to buy something*

*Incentive – podstrek*

*To place value on sth – ceniti*

*Overseas holiday ( to a foreign country)*

Do exercise C on page 24.

Key to exercise C , page 24:

1 e 2 g 3 h 4 f S c 6 d 7 b S a